

A Work Project, presented as part of the requirements for the Award of a Master Degree in
Management from the NOVA – School of Business and Economics:

**ITALIAN BABY-BOOMERS AND ETHICAL BEHAVIOR:
A QUALITATIVE RESEARCH IN THE FOOD AND
GROCERY INDUSTRY**

BEATRICE VERGA 30610

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supervision of:

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Abstract

This study aims to explore the shopping behavior of Italian baby-boomers in the food and grocery industry and to assess if this behavior can be considered ethical. A qualitative methodology was used: semi-structured in-depth interviews have been conducted among 19 individuals, responsible for the grocery in their households. Results, analyzed based on the principles of grounded theory, suggested that the participants are generally loyal shoppers looking mainly for quality. Their behavior can be considered ethical and tends to be pro-environmental, respondents have in fact showed some concerns about the environment. However, the study highlighted a general lack of knowledge of the ethical issues in the food and grocery industry among Italian baby-boomers. Practical implications of this study can be considered by responsible corporations in order to target baby-boomers. Three major recommendations are made: a) make ethical products more straightforward, b) differentiate the marketing strategies c) communicate clearly the ethical practices adopted by the corporation.

Keywords

Baby-Boomers; Food Shopping; Ethical Behavior; Environmental Concerns

1. Introduction

Increases in life expectancies and decreases in birth rates have resulted in a growing number of senior citizens. This phenomenon, defined as “population ageing” is occurring throughout the world and it is dramatically changing the age composition of consumer markets (Moschis, 2003). In Italy, projections expect people aged over 65 to account for 34% of the total population between 2045-50, this will be caused by the second cohort of baby-boomers entering the senior market (Istat, 2017).

Despite the fact that senior consumers have a higher spending power compared to the younger segments, few retailers have strategically reacted to these demographic changes by adapting their offer to the specific needs of this segment. The senior consumer of today is different from the one of the previous generation. Research suggests that the new senior consumer has a youthful orientation, see ageing as a time to enjoy and to be involved in different activities, and he has a higher spending power (Moschis, 2003). Baby-boomers, they are now able to afford products and services that they could not in their youth (Harking and Huber, 2004).

Regarding the stores as well as the product brands, seniors are considered as loyal customers in the food and grocery industry. Moreover, they perceive the shopping experience as an opportunity to socialize (Moschis, 2003). Although ethical consumption is not an issue that is usually associated with the mature market, research shows that elderly consumers show to care about ethical issues. However, two major problems have been identified: the so-called attitude-behavior gap (Cowe and Williams, 2000), mainly due to the premium price of ethical products, and a general lack of knowledge of corporations’ practices (Carrigan et al, 2004).

Previous research on the behavior of elderly consumers in the food and grocery industry has already been conducted, but not enough attention has been given to understand to which extent this behavior can be considered ethical. Most of the studies have been carried out in the United States and only few of them in European countries (Sudbury, 2014).

The present study explores the behavior of Italian baby-boomers in the food and grocery industry and aims to understand the main drivers that lead the consumer to purchase a specific product, their interest for new products and the lifestyle of baby-boomers. Moreover, the goal of this study is to analyze if the shopping behavior of baby-boomers is ethical or not.

The following paper is organized as follows: the next section outlines the existent literature about food and grocery shopping behavior of senior consumers and ethical behavior, followed by the presentation of the methodology used for this study, before presenting and discussing the main findings. Finally, limitations and suggestions for further research are provided.

2. Literature Review

2.1. Ageing population

The progress in medical care, healthier lifestyle and better living conditions increase the longevity around the world. As life expectancy rises and fertility rates decline, the number of elderly people in the world rises as well (United Nations, 2017). This phenomenon, known as “population ageing”, is occurring at world level and is causing an outstanding shift in the global age structure (Bloom et al., 2010).

The population ageing affects developed and developing countries in a different way. Whereas in developing countries nowadays the population over 60 accounts only for 10% of total inhabitants, in developed countries the percentage of the population over 60 is more than twice as much (Bloom et al., 2010). Therefore, this phenomenon is causing a huge demographic change mainly in developed countries. This demographic transition is driven by different reasons: The decline of the fertility rate is considered to be the most influential aspect, especially in developed countries. Furthermore, the increase of global life expectancy rate, achieved through improvements in healthcare, has contributed to the population ageing (Lee and Zhou, 2017). The negative effects caused by this phenomenon might yet be eased by

technological and institutional innovations, such as retirement and women-friendly work policies that have already been improved in many EU countries, as well as healthcare and education systems. (Bloom et al, 2010).

The population projections published by the United Nations (2017) illustrate an increase in life expectancy at world level and estimate 962 million people aged 60 or above, which constitutes 13% of global population. Europe has the highest percentage of people aged 60 and above (25%). The projections estimate the number of elderly people to be 1.4 billion in 2030, 2.1 billion in 2050. This number is expected to double in 2100.

As of today, in Italy the population aged 65 and above represents 19.5% and is expected to grow between 21,7% to 32,6% from 2015 to 2065. Already in the years between 2045-50, the projections expect people at that age to account for 34% of the total population. This change is mainly driven by the second cohort of the baby-boomer generation (born between 1961 and 1976), that will contribute to the population ageing and cause one of the biggest demographic shifts in the history of the country (Istat, 2017).

2.2 The new senior consumer

Because we live in an aging society, it is important to understand the needs of senior consumers. Elderly consumers have always been seen as an unattractive market because of their limited spending power (Lesakowa, 2016). However, the phenomenon of ageing population indicates that in the future the share of the older consumers will be higher than the one of younger consumers and that this segment will dominate the greater number of the spending (Dann, 2007). If in the past, the senior consumer was seen as financially conservative, nowadays the senior consumer has a higher disposable income and spending power (Moschis, 2003). Hence, it is suggested that elderly consumers require greater consideration from retailers and marketers, that should identify the need to change their practices in order to adapt to senior consumers (Thompson, 2009).

Consumer behavior is affected by different factors, such as needs, demographics and lifestyle and it is influenced by life stage events of the individuals. In the case of senior consumers, changes are not only biological but also social and psychological. In the mature market, it is not possible to consider age as a reliable indicator of their lifestyle (Sudbury, 2014). Age can be in fact misleading: seniors' psychological age and their social age, i.e. the social roles and their habits, have also to be taken into account. The literature suggests that senior consumer is usually aged 50 or above (Sudbury, 2014). Yet, referring to seniors using the chronological age might have some limitations. Research illustrates that mature consumers have psychological ages, i.e. the capacity of the individual to adapt, that are younger than their chronological ones (Roark, 1989). Indeed, it was found that 55-year-old consumers have a psychological age that is 13.5 years younger than their actual chronological age (Van Auken et al., 1993).

According to Moschis (2003), the senior consumers market is heterogeneous and it is possible to identify different profiles of seniors in this market. Due to its heterogeneous nature, this paper focus on a specific group of senior consumers: the baby-boomers, people born between 1945 and 1964. This generation has recently joined the senior market and is expected to cause a significant shift in the elderly market (Purinton et al., 2013). Baby-boomers have actively contributed to the financial, cultural and social environment of society. Besides having experienced the significant changes of globalization and improvements in health conditions, they have also been exposed to the recent digital revolution. Hence, due to the baby-boomers, the stereotypical view of the senior consumer has changed.

If in the past, ageing took into consideration some life stage events of senior consumers, such as retirement and grandparenting, recent research illustrates that baby-boomers see themselves differently from the previous generation of elderly consumers. As a matter of fact, baby-boomers feel younger and they often identify themselves with youthful activities.

Additionally, they see ageing in a different way and have different expectations than the previous generation (Dann, 2007). In the past retirement was seen as the time to relax (Novelli, 2002), baby-boomers engage themselves in different activities, such as volunteering, part-time work, they want to travel and they are looking for new adventures. Now, baby-boomers have the disposable income to purchase products and services that they could not afford in their youth (Harking and Huber, 2004).

Due to their enduring value of individualism (Huber and Skidmore, 2003) and youthful orientation, baby-boomers do not like to be targeted as “older consumers” (Dann, 2007). For this reason, this generation, which definitely represents an opportunity, can also be seen as a challenge for marketers. It is certainly difficult to target this generation without understanding attitudes, needs and preferences of this group of consumers. This paper aims to recognize the need to understand the grocery shopping behavior of the baby-boomers in Italy.

2.3 The segmentation of the mature market

The literature suggests that older consumers are different from their younger counterpart due to the aging process and as a consequence thereof changes in their lives that cause a change in desires, needs, and roles (Moschis, 2003). It is more accurate to refer to seniors as many different segments. Within these segments, many different groups with different ages and lifestyles coexist. It is likely that they will show different grocery shopping behavior. According to this insight, it is difficult to portray the mature consumer market and to proceed with the segmentation.

Segmenting the elderly consumer market by age ranges might have some limitations. However, it still represents the most common way to define the senior segment and analyze the behavior of the consumer. Other possible segmentations have been suggested by the literature, taking into consideration variables such as income, health and activity level. The literature illustrates different segmentation schemes for the elderly market. One of them is a

model created by George Moschis (1993) and his colleagues at the Georgia State University for Mature Consumer Studies, that is based on surveys conducted with people born before 1960. The result was a division into four different segments, presented in Figure 1.

	NOT HEALTHY	HEALTHY
HOUSE “BOUND”	Frail recluses 15% <ul style="list-style-type: none"> ▪ Have had the largest number of changing events ▪ Accept their “old age” status ▪ Have adjusted their lifestyles to cope with physical decline, may have belonged to another segment prior ▪ Cope with changes by becoming spiritually stronger 	Healthy hermits 38% <ul style="list-style-type: none"> ▪ Lower self-worth ▪ Resent Isolation and “old age”
OUTGOING	Align Outgoers 34% <ul style="list-style-type: none"> ▪ Maintain a positive self-esteem in spite of life events ▪ Accept their old age status and want to get the most out of life 	Healthy Indulgers 13% <ul style="list-style-type: none"> ▪ Positive self-esteem, accept their “old age” status ▪ Experienced the fewest life events ▪ Most similar to baby boomers than are any of other segments although they are financially better off

Figure 1 - Gerontographics Segments (Moschis, 1993)

This method, called *gerontographics*, based the segments on health and the tendency of people to stay home or go out. The model was used to predict the behavior of senior consumers in grocery stores. However, it has some constraints: Since it does not take into consideration the evolution of these segments, it is at risk of being outdated. Changes in shopping habits, the interests of consumers for organic products, the use of the internet and other communication tools to gather information, have changed the way consumers shop. Moreover, this model is based on psychographics and behavior, features that are difficult to measure.

As previously stated, the senior market is significantly different from the market of younger consumers and cannot be treated as a homogeneous market. Therefore, it needs to be segmented (Oates et al., 1996). Although, different segmentation models are proposed by the literature, in this research the market is segmented using the chronological age. This is done, due to the fact, that other variables, such as health and activity level, are difficult to identify

and measure. However, in order to better understand their desires and needs, one of the goals of this study was also to provide insights into Italian baby-boomers' lifestyle.

2.4 The senior consumer in the food and grocery industry

In this section, the main findings of studies on senior consumers in the food and grocery industry will be provided in order to give a general overview of what has been explored so far on the topic.

Previous research shows that elderly consumers spend more likely more money compared to the younger group in the food and grocery industry (Moschis, 2004). In addition to that, they are also more store-loyal than younger consumers (Lipke, 2000) (Schewe, 1985). Elderly consumers see grocery stores as an entertainment opportunity to socialize with other individuals in their free time. In general, they expect high-quality service and are sensitive to the reputation of the brand retailer. The store environment and the courtesy of the staff are important to seniors' store choice, that value the in-store experience (Moschis, 2003).

The most important product-related feature appears to be quality. Consequently, seniors prefer quality over price (Oates et al., 1996) and purchase products that represent a good value for the money. Due to their significant spending power, senior consumers are not as price-sensitive as their younger counterparts (Moschis et al., 2000).

It was found that many spend a lot of time reading food labels and the information on the packaging (Lesakowa, 2016). Seniors, once seen as very conservative and reluctant to try new products and experiences, are interested in buying new products and brands. Moreover, they show an innovative shopping behavior, adopting new ideas and products (Carrigan et al., 2004).

2.5 Senior consumers and ethical behavior

The goal of this research is to understand to what extent the shopping behavior of the Italian baby-boomers in the food and grocery industry can be considered ethical. To better address the goal of this study, a definition of ethical behavior is provided. This concept is more often associated with companies, rather than with consumers and very unlikely related to older consumers.

Due to the current green trends, it has been heard a lot about green consumers. Green consumption is not only the action of avoiding products that cause pollution or cruelty to animals (Shaefer and Crane, 2001) but also the positive product purchase, the choice of environmentally friendly products, and the recycling behavior of the consumers. However, ethical consumption is a broader concept than green consumption. The literature presents different definitions for this term. In this study, the definitions presented below were used as references.

According to Cowe and Williams (2001), ethical consumers are *people who are influenced by environmental or ethical considerations when choosing a product or service*. This includes a wide range of activities. For Crane and Matten (2003), ethical consumption is *the conscious and deliberate choice to make certain consumption choices due to personal and moral beliefs*.

Ethical consumption is not an issue that is generally associated with the senior consumers market, rather with the younger population, considered an opportunity for the future. Indeed, most of the research on ethical consumption concentrates on younger consumers. Only a few studies examined the ethical behavior in the mature market. Studies have found young people to be more conscious but other research illustrates that also senior consumers have an ethical shopping behavior (Diamantopoulos et al., 2003). For instance, it was found in the UK that many senior consumers expressed concerns regarding the packaging's environmental impact.

On top of that, they are meticulous recyclers and purchase organic as well as fair-trade products (Sudbury and Simcock, 2010).

One of the major problems emerging from the literature is that senior consumers are affected by the so-called attitude-behavior gap: Senior consumers care more about ethical issues than their ethical purchasing behavior indicates (Cowe and Williams, 2000). The main reason is the price: Ethical products have a higher price and although seniors have the ability to pay, they are unwilling to pay more for an ethical or environmentally friendly product (Sudbury et al., 2012). Some studies (Carrigan et al., 2004) highlighted the need of consumers to have a direct connection with ethical issues before adopting an ethical shopping behavior, while other research has shown that consumer might be interested in a specific issue even if this does not affect them directly. It is important for consumers to see that they can indeed make a difference with their ethical purchase decision. Sometimes they do not feel that with their small action they can contribute to solving a specific ethical issue, rather they consider the purchase beneficial, only if someone else does the same. Moreover, it has to be noted that what for a consumer might be ethical, can be very unethical for another. Most consumers take ethical and unethical decisions on daily basis.

Previous studies indicate a general lack of knowledge among senior consumers about the unethical behavior of corporations (Carrigan et al., 2004). Exceptions are companies like Nestle and Nike. Also, it has to be pointed out that due to all the marketing efforts it might be hard for consumers to understand and compare the product value. Individuals expect ethical products to be more straightforward (Voight, 2000).

According to Carrigan et al. (2004), there are different reasons why elderly consumers could be considered a potential market segment to behave ethically. Especially retired people but also other senior customers have time to act ethical. Ethical consumption implies additional costs, which might be acceptable by elderly consumers, that have significant

spending power and financial flexibility. As a result of their life experiences, they might also have developed a strong ethical sense and the desire to leave a better world behind for their children and grandchildren.

In contrast to other European countries and the United States (Sudbury, 2014), in Italy, no previous research about ethical behavior of senior consumers has been conducted. Due to this research gap, this study was developed with the aim to figure out if baby-boomers have an ethical behavior when grocery shopping.

3. Methodology

3.1 Procedure and sample

A qualitative research based on semi-structured in-depth interviews was chosen for this study. The method allows the researcher to focus on the lived experience of the participants and interpret participants viewpoints. Pre-exploratory interviews among acquaintances were conducted to learn more about the senior consumer segment, their shopping preferences, and their needs in the food industry. This enabled the researcher to obtain an insight into the behavior of the older consumer.

The existing literature about food shopping behavior, senior consumers and ethical behavior was reviewed in order to understand what previous research has been done on the issue. The 19 in-depth semi-structured interviews were conducted over the phone. The interviews were composed of three different sections: Firstly, a part to understand the behavior of the consumer when it comes to choosing the products to purchase. Secondly, a section to explain the lifestyle of the respondent, and thirdly, a last section to assess if the behavior of the consumer can be considered ethical. Additionally, demographic information was required, such as occupation, level of education and date of birth. Before starting the interview, an introduction was provided explaining the aim of the study, the structure of the interview and its duration, with the objective to make participants feel comfortable.

Participants were also assured to be given anonymity. The semi-structured interview was chosen to stimulate the discussion with the respondents and adapt further questions to the answers of the respondents. The interviews were conducted in Italian, recorded and subsequently transcribed and translated into English. During the interviews, key words and phrases have been noted, as well as additional notes about intonations, pauses and interruptions. Results saturation has been obtained after conducting the 19 interviews.

For this research, snowball sampling was used. Eligibility criteria included Italian baby-boomers (born between 1945 and 1964), responsible for the grocery shopping in their household. All the participants in this study are female. The phone-interviews provide the opportunity to reach people living in different regions in Italy.

As already mentioned in the previous paragraphs, when identifying senior consumers chronological age can be misleading, as well as other features such as income, and employment status (Bone, 1991). Nevertheless, the simplest way to segment the senior market is to do this by using the chronological age. Psychographic and social information has been included in the research to better understand the needs and preferences of the consumers. Indeed, interviewees were asked to answer some questions related to their lifestyle, such as hobbies and interests, engagement in any volunteering activity and recycle habits among their households. This information indicates additional features of the respondents that are not obvious when the sample is segmented by using demographic information. Figure 2 shows the demographics of participants.

Number	Name	Age	Education	City	Occupation
1	Patrizia	60	Middle School	Reggio Emilia	Secretary
2	Raffaella	55	University Degree	Vicenza	High School Teacher
3	Anna Maria	71	Middle School	Como	Retired (Hauswife)
4	Daniela	61	High School Degree	Pavia	Poetry writer
5	Cinzia	54	High School Degree	Como	Designer
6	Mariangela	59	High School Degree	Como	Retired (Textile Designer)
7	Marinella	72	Middle School	Como	Housewife
8	Enrica	54	University Degree	Monza	High School Teacher
9	Simonetta	62	High School Degree	Milan	Accountant
10	Matilde	56	High School Degree	Como	Operations coordinator
11	Sonia	57	High School Degree	Bergamo	Secretary
12	Paola	56	University Degree	Como	Accountant
13	Patrizia T.	62	Middle School	Como	Retired (Supermarket Cashier)
14	Santa	65	University Degree	Bologna	Pharmacist
15	Anna	64	High School Degree	Monza	Retired
16	Loredana	63	High School Degree	Naples	Secretary
17	Giovanna	54	High School Degree	Venice	Croupier
18	Lucia	56	University Degree	Naples	Personal Assistant
19	Giulia	59	University Degree	Turin	Store Manager

Figure 2 - Demographics of participants

3.2 Data analysis

The grounded theory methodology was used to analyze the outcome of the interviews and to provide insights into the findings of this study. This methodology, created with the objective to provide a systematic analysis of qualitative data, allows to create categories from data, link them together to establish possible relationships (Glaser and Strauss, 1967). Several categories were created based on the answer of the interviewees. To identify the categories, NVIVO (a software that helps to analyze data of qualitative research) was used to analyzed

the data gathered during the interviews. In the first step of data analysis, the same term used by various respondents was maintained. As similarities between categories have been identified, the number of categories was reduced and a data structure was built using information that help to answer to the research question of this study.

4. Findings

In this section, the findings of this study will be presented, based on the principles of the grounded theory. As first step, participants' quotes were identified and coded. As a second step of the analysis, the codes have been classified in a second order dimension. Lastly, four different aggregate dimensions have been identified: 1) Grocery Shopping Experience, 2) Triggers of Purchase, 3) Ethical Behavior and, 4) Lifestyle.

4.1 The grocery shopping experience

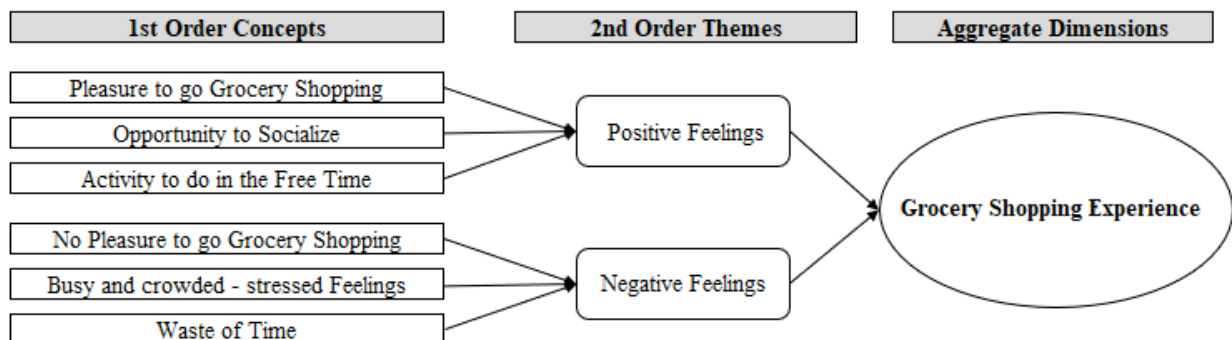


Figure 3 - Model Data Analysis Grocery Shopping Experience

Only few respondents reported, that they do not do grocery with pleasure. The main reason for that is crowded supermarkets that promote feelings of stress. Some perceive grocery shopping as a waste of time. However, overall the grocery shopping experience seems to be perceived as a positive experience. Most participants do it with pleasure, enjoying spending their time at the supermarket. Grocery shopping is also seen as an activity to do in the free time, a time to enjoy alone or also with the company of someone else, with the

husband for instance. For some interviewees, it represents an opportunity to socialize, even with the supermarkets' staff.

Participant 7: *"I am quite happy when I go to the supermarket. I go with my husband, so I never go alone, we find someone to talk with, we do already know the people that work there. We always go to the same supermarket...We consider going to the supermarket an activity to do together"*.

Participants were asked to describe how they imagine their ideal supermarkets. Several ideas were proposed by the respondents to improve the in-store experience. The size of the supermarket appears to have a significant role. The participants desire to shop in small supermarkets with fresh and high-quality products. Additionally, it must be very tidy and clean. The kindness and friendliness of staff members are perceived as drivers that contributes to the stores choice of senior consumers. An interesting statement is also, that one participant describes the ideal supermarket as a store that fights food waste and supports poor communities. These findings can also be considered triggers when it comes to choosing the retail store, as well as of purchasing.

Participant 4: *"A supermarket very tidy, in which it is easy to find the products. I would love to shop in a supermarket in which they have some partnerships with some organizations to reduce food waste and help poor people"*.

4.2 Triggers of purchase

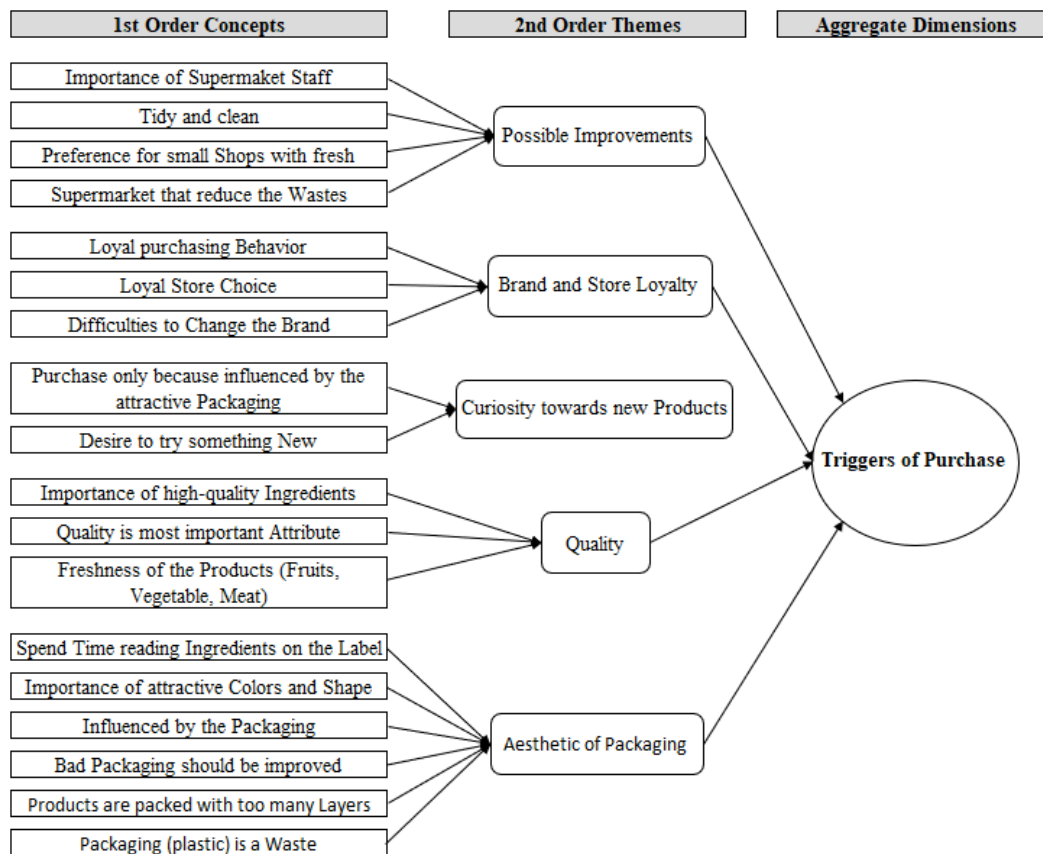


Figure 4 - Model Data Analysis Triggers of Purchase

Consumers reported to be very loyal, not only when talking about the store but also when talking about the product brand. If satisfied with their products' choice and with its brand, they most likely purchase the same product again. However, some interviewees noted that they sometimes also purchase products that they have never tried before, driven by curiosity and the desire to try something new. The new product choice is often influenced by the packaging: If the packaging is appealing, they more likely to purchase the product. Hence, the packaging is also recognized as an important trigger. Aesthetic appearance is crucial for some respondents that in rare cases purchase products due to the attractive and well-designed packaging.

Participant 9: *"Sometimes I buy new products because I like to try something new, I am curious and in the case of detergents I want to understand if the work better for example, so once in a while I buy a new one. When it comes to food, I usually buy the*

same products, once in a while, I try something new, although it is hard for me to change the brand. Sometimes I am just very curious”.

Participant 13: *“I buy very often new products, if there is something new in attractive new packaging, I usually buy it”.*

Quality appears to be the most important product-related feature that consumers regarding products, especially in fresh products such as fruits, vegetables, and meat. Importance has been also attributed to the high-quality ingredients. Consumers outlined that they spend a lot of time at the supermarket reading labels and checking the list of ingredients. Interviewees did not appear to be very price-sensitive and most of them reported they value more quality than price.

Participant 9: *“I try to not get influenced by the price, and I care a lot about the quality of the product. When there are promotions, I buy products on promotions, but the most important thing for me is quality”.*

4.3 Ethical behavior

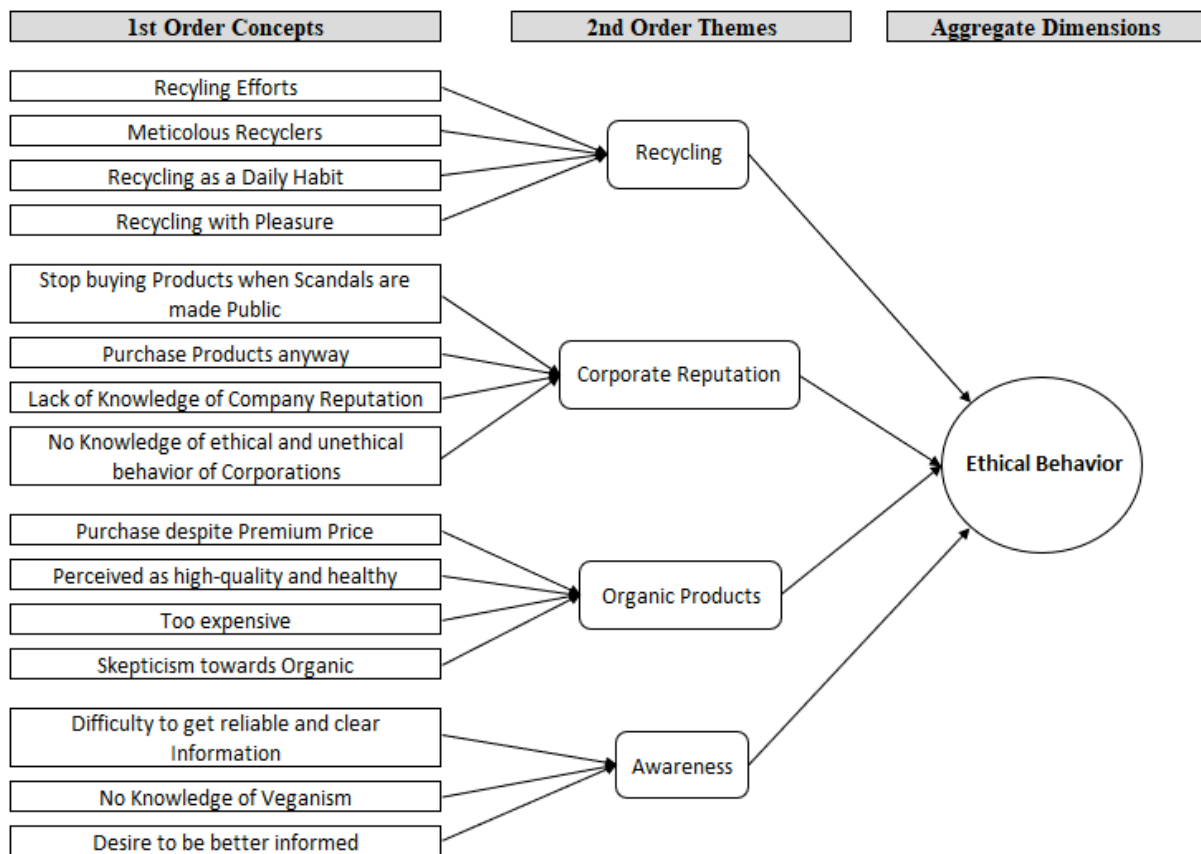


Figure 5 - Model Data Analysis Ethical Behavior

A major finding was that most of the interviewees show some environmental concerns about the packaging. They recognized products to be “too wrapped”, due to several layers. Additionally, they reported an excessive use of plastic packaging in supermarkets. Besides the environmental concerns, respondent noted that different layers of packaging, made with different materials, means also higher recycling efforts. From this perspective, brands should try to avoid unnecessary packaging to simplify the separation of different wastes and reduce the amount of waste in the household. It is also important to highlight that respondents pointed out that they want to have the opportunity to refill their own bottles of detergents in every supermarket to reduce plastic waste.

Participant 1: “I often buy products that have a packaging that is easy to recycle to avoid too much waste at home. They do use too much packaging layers at the supermarket. I like to buy the doses for soaps and detergents for the washing machine.

You know the ones that you can refill? Doing so, I do have less trash in my house and I do something good for the planet”.

In regards for recycling habits in the household, it is evident that the interviewees considered this activity very important. The activity that has been learned in recent years has already become a habit. The consensus was that recycling habits improve the world.

When asked if they take the (bad) reputation of a company into consideration, most respondents did not provide an answer right away and they needed time to think about the topic. Company reputation was found to be quite important, many respondents stated that a good reputation is definitely a trigger of purchase for them. However, only a few interviewees reported to give up purchasing products of companies with bad reputation such as Nestle. The ones that do look for alternatives. Although some senior consumers are aware of bad practices by companies, they continue to purchase their products.

Participant 8: *“I remember when it came out the Nestle scandal, I had stopped buying their products. But I believed now it has improved its practices a lot”.*

Participant 17: *“If I know that the company has a bad reputation, for example, Nestle, and I can choose another product of a different brand, I do it, but sometimes it is not possible, and in this case, I buy it anyway”.*

Another major finding of this study is related to organic products. In general, these products are perceived as healthy and high-quality. As results, participants choose to buy organic products because of their premium quality. Some people reported that they have experienced some health benefits by adding these products to their diet.

Participant 6: *“I believe in organic products. I think they do have better quality, and at the same time they are good for the world in which we live. I saw benefits on my health”.*

However, the majority is not willing to pay a premium price for organic products. A general skepticism was shown by many of the interviewees. Because supermarkets have a

broad offer of organic products, “everything is organic” (Participant 9) it is hard to believe that all the products with “organic” on the label are actually organic.

Participant 2: *“Actually, I am very skeptical regarding organic products. I don’t trust all these biolabels...definitely too many. The price is higher, but no one guarantees me that the products are really organic. I buy organic products only If I find something particularly interesting, in that case, I buy it anyway”.*

Most of the respondents show to have a lack of knowledge not only about organic products but also about veganism.

Participant 15: *“I am not obsessed with organic food, but I used to buy a lot of products. I recognize that organic products have better quality and differ a lot from other products. But I do not understand these vegan trends”.*

Indeed, it was reported by many that they do not have enough information about ethical or unethical practices of corporations. Despite the lack of awareness, an interesting finding was that if on one hand, some people recognized that for them is difficult to get reliable and clear information about these topics, on the other they showed a strong interest to get themselves better informed. The lack of information definitely prevents consumers to act ethically.

Participant 10: *“It happened to me that I did not buy a specific product because of the bad reputation of the company. I take into consideration the reputation of the company, but I think I should pay more attention and try to get myself informed better, because to be honest, I do not think I know enough about this”.*

4.4 Lifestyle

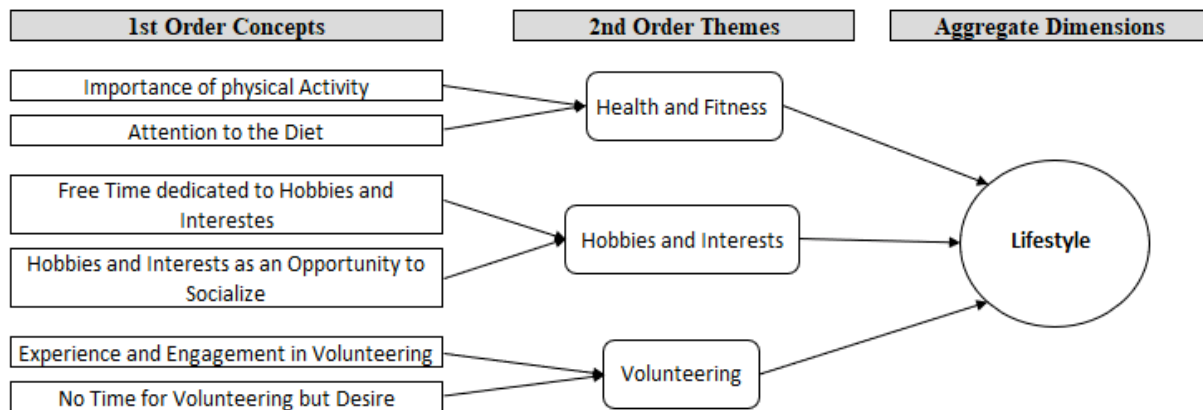


Figure 6 - Model Data Analysis Lifestyle

All the respondents claimed to have a very active lifestyle. They are usually engaged in different activities in their free time. They cultivate their hobbies and interests. They report having a very active social life, both with family and friends. Most of the interviewees practice physical activity not only with the aim to stay fit but also because they recognized it is important to stay healthy with ageing. In order to stay healthy, interviewees appear to pay attention to their nutrition since healthy nutrition is extremely important to them.

Furthermore, they showed a strong interest for social volunteering activities. Most either are or have been engaged in volunteering projects in the community where they live. The ones do not do any volunteering claimed to have time constraints. For instance, a job or caring about older family members are the reasons to not be engaged in volunteering. However, most participants have a strong desire to give their contribution to the community and to be engaged in volunteering activities.

Participant 1: *“I work for a non-profit where I support young people with disabilities. I used to organize cooking courses for people with disabilities. Moreover, I am working my sewing club and I support an organization who deals with terminally ill patients, but I assist the organization in the office, because for me it would be too hard to support directly the patients”.*

Participant 17: *“I wish I had the time to do some volunteering, but with my job, I work during the night, I need to rest during the day and I also need to take care of my old mother”.*

It becomes obvious that baby-boomers live a very active lifestyle. They recognize the importance of socializing with other people and to be involved in different activities. Nutrition habits and sports are perceived as very important while ageing. Volunteering activities show definitely an interest for social issues and the motivation to support the local community.

5. Discussion

This study contributes to the existing literature about the consumer behavior of senior consumers and provides a better understanding of the shopping attitudes and triggers of Italian baby-boomers. Moreover, it offers an insight into the ethical behavior of baby-boomers in the food and grocery industry. Even if the findings of this study are mainly conformed to previous research, some interesting results and explanations related to ethical behavior emerged, such as target groups' opinion about organic products and the desire to become better informed about certain topics.

As expected from the literature, baby-boomers demonstrate to have a very active lifestyle. They are engaged in different activities and they see the importance of socializing. Furthermore, they recognize the importance of good nutrition. Baby-boomers are very different from the senior consumers of the previous generation. Therefore, they cannot be targeted by marketers as the previous senior consumers, they do in fact have completely different attitudes.

Regarding the grocery shopping behavior of baby-boomers, similar results can be found in the literature about senior consumers. Firstly, baby-boomers they have shown to be very store loyal (Lipke, 2000). Secondly, they also see the shopping experience as an opportunity to socialize and they expect great customer service in the store (Moschis, 2003). Thirdly, they recognize quality as the most important product-related feature (Oates, 1996). To assess the quality of the products, baby-boomers spend time reading the labels at the supermarket, as

Lesakowa (2016) also found in her study. This might be also the reason why one of the most important drivers of purchase for Italian baby-boomers is the aesthetic appearance of packaging, that needs to be well-designed, functional and attractive. In regards the curiosity towards new products, baby-boomers confirmed in this study their desire to try new products, as previously pointed out by Carrigan et al. (2004).

Referring to the ethical behavior of baby-boomers, some interesting results were found. As suggested by other researchers (Sudbury and Simcock, 2010) consumers have shown concerns regarding the packaging's environmental impact and they recognize recycling to be very important. Baby-boomers also define themselves as dedicated and meticulous recyclers. However, they reported that this activity needs time and effort, mainly due to products wrapped with different materials and too many layers. It is clear that they recognize that acting ethical cost time and implies efforts.

Another major finding of this study is the opinion of the consumers about organic products. These products are always perceived as healthy and high-quality. Whereas, some consumers are willing to pay a premium price for organic food, others are not. The high price has been raised as the main issue. As Sudbury et al. (2012) pointed out, although consumers have the ability to pay, some do not want to pay more for an ethical or environmentally friendly product. Furthermore, it is relevant to mention the general skepticism shown by consumers about organic products. Even though "organic" appears on the label, baby-boomers do not often believe that they are indeed organic. This could be explained by a lack of information about organic certifications, regulated by the EU law. Also, the fact that organic is associated to veganism shows that there is a lack of information about the topic.

Taking the reputation of corporations into consideration, previous studies suggest that consumers have a general lack of knowledge about the unethical behavior of companies (Carrigan et al., 2004). This could be verified in this study: Italian baby-boomers show a lack

of knowledge about' unethical practices. They have mentioned Nestle several times, as found by Carrigan (2004), since scandals lead to public outcries. Baby-boomers did not show to have a clear opinion about corporations' reputation. An unexpected finding is, however the strong desire of the consumers to have simpler access to information related to ethical behavior of corporations. It can be assumed that Italian baby-boomers demonstrate an interest for social issues, due to the fact they take part in social volunteering experiences. According to Cowe and Williams (2000), senior consumers often care more about ethical issues than purchasing ethical products. This might be also the case of Italian baby-boomers.

Italian baby-boomers have definitely a pro-environmental shopping attitude. They are careful with recycling and they have some concerns related to the packaging's environmental impact. However, the lack of information prevents them to act ethically in many situations, such as when it comes to purchasing organic products as well as with the recognition of unethical practices of corporations.

This research also brings some practical implications for corporations in the industry that adopt ethical practices. Despite the strong lack of knowledge, Italian baby-boomers do care about ethical issues. However, they are not willing to pay a premium price to act ethical by buying ethical products. This might be attributed to the fact that they are not well-informed and that they do not believe that the premium price is justified. The question at this point is "How would they behave if they were better informed?" Understanding the consumer's ethical attitudes and constraints might help ethical corporations to take action and to create an opportunity. Responsible corporations in the industry should a) make ethical products more straightforward to avoid any skepticism; b) implement different marketing strategies for the new seniors, baby-boomers do have in fact different needs and preferences from the previous generation and from their younger counterpart; c) communicate clearly the ethical practices adopted by the corporation. Consumers need to understand the reasons behind the premium

price of an ethical product and they must see it as a good value for the money. Corporations should take advantage of the fact that consumers are willing to learn more. This study provides also some recommendations for grocery retailers. These could reduce plastic packaging and promote environmentally friendly initiatives, such as creating refilling stations for detergents to reduce the use of plastic. Additionally, some actions with the aim to fight food waste could also be implemented.

This study presents several limitations. In the first place, this study must take all the limitations of qualitative research into account. The sample used in this research, although composed by 19 people from different ages, occupation level of education cannot be considered statistically representative. Hence, the findings of this study cannot be generalized to all Italian baby-boomers. Nevertheless, the results can be treated as an insight to be validated with further research. Additional studies can be developed using greater sample size and quantitative research, including people of different regions, different levels of income and spending power in the country.

This study showed that the main constraint for Italian baby-boomers is the price. However, they recognized also the cost of time as an issue. Further research should aim to better understand the attitude-behavior gap of senior consumers and should be focused on the constraints of Italian baby-boomers. Referring to the practical implications of this research, further studies should be conducted to explore how to communicate to baby-boomers and to make them aware of the ethical practices of corporations and of their impact. Doing so, consumers will be more likely incentivized to buy ethical products and to take into consideration corporations that act consciously. This study only focused on the food and grocery industry however, it would be also interesting to understand the ethical shopping attitude of baby-boomers also in other industries and compare them with the results of this study.

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7. Appendix

7.1. Appendix A: Interview guideline

Could you please describe to me how do you feel when you go to the supermarket?

Section I

- What do you think are the main drivers when it comes to choosing a product at the supermarket?
- Do you often buy products that you have never tried before?
- Do you usually research information before buying products? If yes, where do you gather this information?

Section II

- What are your hobbies and interests?
- How do you stay healthy and physically fit?
- Are you engaged in any volunteering activity?
- What relationships have influence on your food shopping?
- Do you collect waste separately at home?

Section III

- When you choose the product do you ever take into consideration the origin of that product and the company which produces that specific product?
- When you buy a product do you care about the packaging?
- What is your opinion in regards ethical products (organic, bio, fair trade)? Do you ever buy them?
- Do believe that the current green trends have an influence on your food shopping?

Could you please describe to me how would you imagine the supermarket of your dreams?

7.2. Appendix B: Transcribed interviews

Participant 1: Patrizia

Beatrice:

Could you please describe to me how do you feel when you go food shopping?

Patrizia:

I do the grocery in the morning after I take my granddaughter to the kindergarten and before going to work. I usually try to go when there are not so many people, because I like to enjoy that moment. When I have time, I really enjoy it.

Beatrice:

Which do you think are the main features you look for when it comes to buying a product?

Patrizia:

I would say competitive price, I am not very interested in buying very high-quality products, but for instance, I value quality when I have to buy cleaning products. I am very careful to flavors and scents.

Beatrice:

Do you often buy products that you have never bought before?

Patrizia:

Yes, I am a very curious person and I am attracted by new products. For instance, I have bought some new pasta last week, made with 5 different kind of cereals. I think "I need to try this!".

Beatrice:

Do you often gather information regarding the products you buy?

Patrizia:

I cannot say I generally look for information before buying products, but I usually do it at the supermarket, before purchasing the products. I spend so much time reading the labels.

Beatrice:

Let's now talk about your lifestyle. What do you do in your free time, do you have any hobby or interest?

Patrizia:

I am very passionate about bricolage and sewing. I also like a lot reading, but sometimes I do not have enough time for reading.

Beatrice:

I would also love to have more time for reading. Do you practice any sport? How do you stay fit?

Patrizia:

Unfortunately, I do not do that much to stay fit. Sometimes if my daughter asked me to join her for a walk, I do it. But I do not do it if I am alone.

Beatrice:

Do you maybe do some volunteering?

Patrizia:

I work for a non-profit where I support young people with disabilities. I used to organize cooking courses for people with disabilities. Moreover, I am working my sewing club and I support an organization who deals with terminally ill patients, but I assist the organization in the office, because for me it would be too hard to support directly the patients.

Beatrice:

It is good that you are doing in some many activities besides your job. I also would like to know if by any chance there is someone, maybe friends or family members that influence your food and grocery shopping.

Patrizia:

No one influences my choices at the supermarket, they always eat what I prepare for them. My daughter is intolerant to gluten, so for her, I buy specific products. But I wouldn't say she influence my purchases.

Beatrice:

Do you recycle at home?

Patrizia:

Oh yes, unfortunately, I have to do it. I do it because I have to, but it is too much work for me.

Beatrice:

When you buy a product do you take into consideration the origin of the product and the company reputation?

Patrizia: I can say I take into account the origin of the product, but actually not too much. It also depends on the products, for instance I am very careful to the origin of meat. I tend to buy seasonal fruits, and I love to buy products from small local producers. Regarding the company, I do not care too much.

Beatrice:

How about the packaging? Do you pay attention to it?

Patrizia:

I do not consider the packaging, meaning that I do not care that much about colors for example. But I often buy products that have a packaging that is possible to break once I have to throw them away.

Beatrice:

Why do you do this, if I may ask you?

Patrizia:

Well, to not accumulate too much garbage. They do use too much packaging at the supermarket. I love to buy the doses for soaps and detergents for the washing machine. You know the ones that you can refill? Doing so, I do it to have less trash in my house. At the supermarket, they also use too much packaging.

Beatrice:

What is your opinion regarding bio products, fair trade products?

Patrizia:

I do buy bio products if it is something that really interested me, but I am not interested in vegan products.

Beatrice:

Do you believe are you influenced by the current green trends?

Patrizia:

They do not influence me...definitely. For example, I am very against this new vegan trends.

Beatrice:

How would you describe the supermarket of your dreams?

Patrizia:

I am very satisfied with the store in the area where I live, probably I would like to have them open longer.

Participant 2: Raffaella

Beatrice:

Could you please describe to me how do you feel every time you do the grocery?

Raffaella:

I cannot say that going to the supermarket is a positive experience. It is actually sometimes that I do because I have to. When I do go to do the grocery I always live this moment as the worst moment of my day. Honestly, I feel I am wasting my time there. I could do so many other different things.

Beatrice:

I see, there are people that love going to the supermarket and people that really think it is a waste of time.

Raffaella:

Oh yes, for me it is a waste of time.

Beatrice:

I will now ask you some questions related to how you choose your products at the supermarket.

Which do you think are the main features you look at a product at the supermarket?

Raffaella:

Price probably is the main thing I look. Promotions are very important for me, but to be honest I also do care a lot about the quality of the products.

Beatrice:

Does it happen often that you buy products you have never purchased before?

Raffaella:

I would say almost never, I always buy the same products, that I do use every week.

Beatrice:

Do you often look for information before purchasing a product?

Raffaella:

Not before, but when I am at the supermarket, I spend a lot of time reading the labels, but I am not so obsessed by labels.

Beatrice:

What are your hobbies and interests?

Raffaella:

I read a lot but I also do practice a lot of sport. I am a physical education teacher, I try to do sport when I have some free time.

Beatrice:

Do you do some volunteering?

Raffaella:

No, I definitely do not have time for volunteering.

Beatrice:

Are there some relationships that influence your food and grocery shopping?

Raffaella:

I choose the products based on the tastes of my family members, for instance, my daughter does not want to eat meat, so I need to look for some alternatives at the supermarket.

Beatrice:

Do you recycle at home?

Raffaella:

Yes, always. I always do it with pleasure, I am quite obsessed with this. I believe everyone should do it and I get very mad when people don't do it.

Beatrice:

When you buy a product, do you take into consideration the origin of the product and the company's reputation?

Raffaella:

I care a lot about the origin of the products, in the majority of the cases, I always try to buy seasonal products. I took into consideration also the company reputation, for example, when there are some scandals related to some companies, such as Nestle I decide to buy other products, instead of those whose companies have a bad reputation.

Beatrice:

By any chance can you give me an example?

Raffaella:

Mm...there is nothing that comes to my mind right now, but you know those scandals.

Beatrice:

About the packaging, do you pay attention to that?

Raffaella:

Yes, I pay a lot of attention to the materials and I checked if they are recyclable but not so much to the colors and to their appearance.

Beatrice:

What is your opinion regarding bio products and fair-trade?

Raffaella:

Actually, I am very skeptical regarding organic products. I don't trust all these biolabels...definitely too many. The price is higher but no one guarantees me that the products are really organic. I often buy fair trade products, because I like to support countries and their people that are facing economic difficulties but with bio I am very skeptical.

Regarding organic food, I buy only If I find something particularly interesting, in that case, I buy it anyway.

Beatrice:

Do you feel you are influenced by the current green trends?

Raffaella:

I don't think I am influenced by any trend, I think I drink and eat good, without following this bio trends for example. I try not to buy the products with preservatives and to do everything on my own, using fresh products.

Beatrice:

When you go shopping do you take your own bags?

Raffaella:

I always do it, not only because I save money, but because I think everyone should do it.

Beatrice:

How would you describe the supermarket of your dreams?

Raffaella:

The supermarket that takes you home the grocery in any moment of the day.

Participant 3: Anna Maria

Beatrice:

Can you describe to me how do you feel when you go to the supermarket?

Anna Maria:

I love supermarket that offers a broad choice and that offer different products besides food, like clothes. I like going to the supermarket only when I am very relaxed and I am always happy when I go to the supermarket.

Beatrice:

Which are the main features you look into products?

Anna Maria:

For me, products need to be high quality and always fresh. Freshness is probably the most important thing.

Beatrice:

Do you often buy new products that you have never tried before?

Anna Maria:

Yes, sometimes I buy some products that I have never tried before, such as legumes, but I do not do it very often because I do not eat them very often.

Beatrice:

Do you often look for information before buying products?

Anna Maria:

I always eat the labels when I am at the supermarket, I do not buy products with a lot of preservatives.

Beatrice:

Have you ever checked information before going to the supermarket or maybe once you got home?

Anna Maria:

I have never checked information before or after, I have never checked information on the internet because I am not very good with technology.

Beatrice:

What are your hobbies? Do you have any special interest?

Anna Maria:

I like cleaning the house, I can consider this one of my hobbies, it this can be considered a hobby. I like to go out with my friends for a coffee, reading and visiting museums and monuments.

Beatrice:

How do you stay healthy and fit?

Anna Maria:

I used to do Pilates and yoga and to go to the gym. Now I am trying to go for a quick walk every day because I am busy since I just moved into a new apartment.

Beatrice:

Do you do any volunteering?

Anna Maria:

Unfortunately, I have no time, I have two grandchildren and I look after them every day. Otherwise, I would definitely like to join some organizations and to support them.

Beatrice:

Which personal relationships influence your food shopping?

Anna Maria:

My husband has some health problems and I need to buy specific products for him. My friends do not influence what I usually buy at the supermarket. However, sometimes they suggest me what to buy, if they have tried something special.

Beatrice:

Do you recycle home?

Anna Maria:

Yes, but I am not the one responsible. My husband is in charge of this. At least, he does something for the house. However, I have to be honest and say that sometimes we do not pay too much attention to the paper, but we are very picky with the green and with plastic.

Beatrice:

Do you often take into consideration the origin of the product and the reputation of the companies that produce the product?

Anna Maria:

Yes, I do, mostly for fruit and vegetable. It never happened to me to take into consideration the company which produces the product. I don't know that much about companies, I do not inform myself.

Beatrice:

And what about the packaging? Do you often look at it?

Anna Maria:

Sometimes I do, but if they offered to me the same product in similar packaging from two different brands, I buy the one that is cheaper.

Beatrice:

What is your opinion regarding bio, fair trade products?

Anna Maria:

I am very skeptical when I have to buy organic products. No one can guarantee to me that the product is organic. There are too many bio products. Sometimes I buy fair trade products, I think they are very good for the world.

Beatrice:

So, it happened that you bought them.

Anna Maria:

Mm... yes, I do buy bio product only if I am interested. I always buy bio eggs, but I do not trust those bio labels...they are more expensive but the quality is the same.

Beatrice:

Do you ever feel influenced by the current trends, maybe also by these green trends?

Anna Maria: I do not feel influenced by any trend.

Beatrice:

How would you describe the supermarket of your dreams?

Anna Maria:

A small shop that sells mostly local products.

Participant 4: Daniela

Beatrice:

How do you feel when you go to do the grocery, what are your feelings?

Daniela:

Well.. I am actually happy when I go to the supermarket. Of course, it depends to which supermarket I go to. I do not really like big ones, but if I go to a nice one, I usually enjoy my time there.

Beatrice:

Which do you think are the main features you are looking for in products?

Daniela:

I have to say that I am very methodical. I always buy the same products, I go to the supermarket every week and I buy most of the time the same things. I care a lot about the quality, I would say it is the most important thing for me, while not that much about the price.

Beatrice:

Do you buy often new products, that you have never tried before?

Daniela:

Yes, sometimes to change and to try something new, but I have to be honest and say that I do not buy these products too often.

Beatrice:

Do you often gather information before buying a product? And if yes, where do you take this information.

Daniela:

I do not often look for additional information before buying a product, but sometimes I am influenced by some reportage that I see on TV. For instance, all this information about palm oil, if I read on the label that a product contains palm oil, I do not buy it anymore. Sometimes I also check some further information on the web.

Beatrice:

What are your hobbies and interests?

Daniela:

I read a lot about religion and philosophy, and I write poems...but this is more than a hobby. I have already two books published.

Beatrice:

How do you stay fit and healthy?

Daniela:

I do not do any sport, I walk and pay attention to what I eat. I try to eat light foods, very natural and cooked using simple recipes.

Beatrice:

Do you do any volunteering?

Daniela:

At the moment, I am not involved in any volunteering activity, but I have been volunteering in the public library of my city for many years.

Beatrice:

What relationships have an influence on your food shopping?

Daniela:

Definitely my children, when they used to live with us, but now that I am alone with my husband and we are getting older, I tend to buy healthier food.

Beatrice:

Do you recycle at home?

Daniela:

Yes, with a lot of pleasure and attention.

Beatrice:

When you buy a product, do you take into consideration the origin of the product and the company reputation?

Daniela:

For me the origin is very important, I care a lot that products have an Italian origin and I tend to choose brands that I know they are often checked and that they do not cause too much pollution.

Beatrice:

How about the packaging? Do you pay attention to it?

Daniela:

Yes, but I prefer product wrapped in a very practical way, because it is also easier to recycle them.

Beatrice:

What is your opinion in regards organic products?

Daniela:

I do not completely trust organic goods, because I have heard that sometimes they have written organic on the packaging but they were not organic for real. However, I try to trust organic products, in the case of eggs, I always buy bio eggs, because chickens are not kept in a cage. I do not buy bio product too often, but I have tried something in the past.

Beatrice:

Have you ever felt influenced by the current green trends?

Daniela:

We often hear about bio and green trends. I believe it is very important to talk about these topics, unfortunately, in the case of bio, I don't believe too much in it. Apart from the eggs, I believe the products have the same quality but they are definitely too expensive

Beatrice:

How do you image the supermarket of your dreams?

Daniela:

A supermarket very tidy, in which it is easy to find the products. I would love to shop in a supermarket in which they have some partnerships with some organizations to reduce the food waste and help poor people.

Participant 5: Cinzia

Beatrice: How do you feel when you go to the supermarket?

Cinzia:

I am usually bored when I go to the supermarket, I don't like to go to the supermarket if it is always the same. I like to change..this is why I try to go always to different supermarkets. The only thing I do not like to go to big supermarkets. I don't like going shopping, when they are too big and I do get confused.

Beatrice:

What do you think are the main drivers that make you buy a specific product?

Cinzia:

For me it is very important the reputation of the brand, I am very influence by the brand. I pay a lot of attention to ads, both in magazines and on TV. I am also very attracted by the packaging. If it is colorful and beautiful, I usually buy it after few seconds. For me it is very important that it is beautiful.

Beatrice:

Do you often buy products that you have never tried before?

Cinzia:

Yes, quite often.

Beatrice: When you buy them why do you do it?

Cinzia:

I am curious and I want to try something new.

Beatrice:

Do you often look for some information regarding the product before you buy it?

Cinzia:

Yes, when I am at the supermarket I spend a lot of time looking at the label. When I go to the supermarket I am not I am never in a hurry and I have time to do it.

Beatrice:

Did it ever happen that you search some information in another moment, I mean, not while you were at the supermarket?

Cinzia:

Yes, sometimes I see something new at the supermarket and I do not buy it. I go home and look on the internet using my phone and I research some information.

Beatrice:

What are your hobbies and interests?

Cinzia:

Mm..I like reading, no books, I love reading magazines. Then I go to the gym and I love travelling, although I do not do it very often because my husband doesn't like it that much.

Beatrice:

Do you pay attention to what you eat?

Cinzia:

Yes, I am very often on a diet, so I guess I have to answer yes to this question.

Beatrice:

Do you do any volunteering?

Cinzia: No. I have never done volunteering.

Beatrice:

Do some personal relations influence your food shopping?

Cinzia:

I am not influenced, but my son and my husband ..let's say they do some requests. Well, then yes maybe I am influenced

Beatrice:

Do you recycle at home?

Cinzia:

Yes, I do it. I pay a lot of attention, I like to recycle, especially because I do not accumulate so much garbage.

Beatrice:

When you buy a product, do you often take into consideration the origin of the product and the company reputation?

Cinzia:

Yes, I always look at the origin of the products, for me it is very important that the product is Italian. Regarding the company reputation.yes, for me it is important that a brand is well-known.

Beatrice:

About the packaging? Do you look at it? Do you also pay attention to the materials?

Cinzia:

For me it is very important that is beautiful. If you are referring about the materials...No, unfortunately, I do not care too much if it is environmentally friendly or not.

Beatrice:

What is your opinion regarding bio and fair-trade products?

Cinzia:

For me these products are too expensive, I buy fair trade bananas, but only because there are not that much more expensive than normal bananas. I think also the quality is better.

Beatrice:

Do you feel influenced by these green trends?

Cinzia:

Not at all. I actually cannot consider myself very green. I know that I could put more effort, but I am not very motivated.

Beatrice:

What would you make you more motivated?

Cinzia:

Difficult to answer, but probably I would need to learn about it.

Beatrice:
How would imagine the supermarket of your dreams?

Cinzia:
Not too big, very tidy with fruits and vegetables without any packaging so that you can easily understand if the product is fresh or not.

Participant 6: Mariangela

Beatrice:
Could you please describe to me what are your feelings when you go to do the grocery?

Mariangela:
I am happy when I go to the supermarket. I don't mind doing the grocery. I like going to the supermarket, but yes obviously I don't like to spend too much time there.

Beatrice:
What are the main drivers that make you buy a product?

Mariangela:
Products have to be high-quality product, then yes, I also look to the price, but they have to be very good quality first of all.

Beatrice:
Do you often buy new products? I mean, products that you have never tried before?

Mariangela:
If I read the label, and I think it is something interesting, I am curious and I try to buy it.

Beatrice:
Do you often look for information before buying the product? And if yes, where do you take this information?

Mariangela: I do not waste too much time doing researches, I do only read information on the packaging, at the moment I purchase the product.

Beatrice:
What are your hobbies and interests?

Mariangela:
I like to go to the gym and to the mountains. Hiking is one of my biggest passion.

Beatrice:
So, do you stay fit doing sport but do you also pay attention to what you eat?

Mariangela:
Yes, at least I try to do it. I try to eat in a very healthy way, of course only when it is possible.

Beatrice:
Do you do any volunteering?

Mariangela:
Unfortunately, not I have to look after my old mother, which maybe can also be considered a sort of volunteering activity. But I was also talking to my son some days ago and I have told him “I would do so much if I had more free time”.

Beatrice:
Does someone influence your food shopping? For example, a family member or a friend?

Mariangela:
I tried to make everyone happy in my family, but no, friends do not suggest me what to buy. We talked about different stuff, and not about food shopping, fortunately.

Beatrice:
Do you recycle at home?

Mariangela:
Yes, we do have a lot of space at home, so it does not bother me to collect wastes separately.

Beatrice:
When you buy a product do you take into consideration the origin of the product and the company’s reputation?

Mariangela:
Yes always, I tend to buy products which I believe there are produced by good companies and I also buy a lot of organic products.

Beatrice:
How about the packaging? Do you pay attention to it?

Mariangela:
The quality of the packaging has to be good, so that products can resist longer.

Beatrice:
What is your opinion about organic products and fair trade?

Mariangela:
I do not buy too much fair-trade products, so I do not actually have a specific opinion, but about organic products, I believe in organic products. I think they do have better quality, but at the same time is good for the world in which we live.

Beatrice:
Have you ever felt influenced by the current green trends?

Mariangela: Not really, but I saw benefits on my health. Therefore, I keep buying organic products.

Beatrice:

How would you describe the supermarket of your dreams?

Mariangela:

For me, it is good the one where I usually go. I am not very demanding actually, I believe people do not need to spend too much time there.

Participant 7: Marinella

Beatrice:

Could you please describe me how do you feel when you go to the supermarket?

Marinella:

I am quite happy when I go to the supermarket. I go with my husband, so I never go alone, we find someone to talk with, we do have confidence with the people. We always go to the same supermarket. We consider going to the supermarket an activity we do together.

Beatrice:

Which do you think are the main drivers that make you buy a product?

Marinella: I try to buy products that are from well-known brands that I maybe see on TV or on the magazines. For me, it is very important that are high-quality products and I try to buy something that my sons may like.

Beatrice:

Do you often buy new products, that you have never tried before?

Marinella:

Yes, I do but only when these are suggested by someone else who tried them before, such as friends for example.

Beatrice:

Do you often look for information before buying a new product?

Marinella:

Yes, usually I buy new products suggested by other people and I look for information when I am at the supermarket. I always read labels at the supermarket.

Beatrice:

What are your hobbies and interests?

Marinella:

Mm..I don't have many hobbies, I am very busy cleaning the house, but I also like going out for dinner with my husband, but also with my brother and my sister. In this time of the year, I go often to visit Christmas markets.

Beatrice:

How do you stay fit?

Marinella:

Through my eating habits, I am too lazy to do any physical activity.

Beatrice: Do you do any volunteering in your free time?

Marinella:

No, I don't have time.

Beatrice:

Do you recycle at home?

Marinella:

Yes, we do. I think it has an objective and it is in the interest of everyone.

Beatrice:

When you buy a product, do you consider its origin and also the reputation of the company which produces that product?

Marinella:

I am very careful at the origin, I always check where the product is produced, especially when it comes to fresh fruits and vegetables. I am very influenced by some brands that are very well-known. In that case, I buy products.

Beatrice:

How about the packaging and the materials?

Marinella:

I always check the packaging to see if it is not broken. This is the most important thing for me. If there is a faulty package, I do not buy the product. Regarding the materials, I do not care too much, I also buy detergents in very big and uncomfortable bottles if I am sure that the product is better than others.

Beatrice:

What is your opinion regarding biological, fair trade products?

Marinella:

I have never bought them, I have tried something but they are too expensive for me.

Beatrice:

How would you describe the supermarket of your dreams?

Marinella:

Because I am a very methodical person, I do not want to change the supermarket where I usually go, because I know exactly where to find the products I need.

Participant 8: Enrica

Beatrice:

How do you feel when you go to the supermarket?

Enrica:

Usually, I go to the supermarket when I have lunch break. I have limited time so I feel very stressed most of the times because I know that I have to go back to work. So, if I have to say how do I feel, yes, I feel very stressed. Maybe if I would have more time, I would enjoy it.

Beatrice:

What do you think are the main reasons that make you buy a specific product?

Enrica:

Quality and the quality-price ratio.

Beatrice:

Do you often buy products that you never buy before?

Enrica:

No, not really. I am used to the same products, I always go to the same shop and I stop every time in front of the same shelves to buy the product I want.

Beatrice:

Do you often look for information before buying a product?

Enrica:

No, it happened that I saw a specific ad on TV, but most of the time I do not gather any kind of information when I buy the product. I do not pay that much attention to the labels for example.

Beatrice:

What are your hobbies and interests?

Enrica:

I like reading, I practice a lot of yoga and I love going for a stroll in the city.

Beatrice:

How do you stay fit?

Enrica:

I pay attention to what I eat. For example, there are some supermarkets that sell meat on promotion all the time and I do not buy it, because I don't believe it has a good quality and I think it might be dangerous for my health.

Beatrice:

Do you do any volunteering?

Enrica:

In this moment, I do not have time, but I used to do some volunteering and I really like it.

Beatrice:

What are the personal relationships that influence your food shopping?

Enrica:

I try to satisfy everyone; my younger daughter has decided to not eat meat anymore and now I am not allowed to buy meat anymore.

Beatrice: Do you recycle at home?

Enrica: Yes, and I am very happy to do it. I am used to eat and I get very mad when I find something in the wrong basket.

Beatrice:

When you buy a product, do you take into consideration its origin and the reputation of the company who produces it?

Enrica:

Yes, especially in the case of fresh products, such as fruits and vegetables. I remember when it came out the Nestle scandal, I had stopped buying their products.

Beatrice:

And now do you buy them again?

Enrica:

Well, I do. I believe they have improved in recent years.

Beatrice:

About the packaging? Do you pay attention to it?

Enrica:

I don't like the products with too much packaging because I believe it is a waste. I have recently started to buy the detergents that I can refill, so that I can reduce the usage of plastic. However, I cannot find these detergents in every supermarket, so I have to go to specific places.

Beatrice:

What is your opinion regarding organic products?

Enrica:

I support organic products, although they have a higher prices, I believe this campaign to sensitize people to be more responsible it is very significant to improve the world where we live and also good for our health.

Beatrice:

So, do you buy a lot of organic products? Do you feel influenced by any green trends?

Enrica:

Yes, I don't think I am influenced by these trends, but I believe they are healthier and they are also good for the planet.

Beatrice:

How would you imagine the supermarket of your dreams?

Enrica:

Very functional and bright, very well-organized so that it is easy to find promotions. I like the supermarkets in which you can scan the product before putting them into the trolley. It makes everything easier!

Participant 9, Simonetta

Beatrice:

Could you please describe how do you feel when you go to the supermarket?

Simonetta:

I like going to the supermarket. I don't feel it is a waste of time. My sons always told me to do online shopping so that I do not need to spend so much time for the grocery, but for the moment I prefer to go in person and enjoy my time there.

Beatrice:

What are the main drivers that make you purchase a specific product?

Simonetta:

I would say that I almost buy the same products all the time, sometimes I change them, but for me it is very important the origin of the product, I only buy Italian products and I try to check every time the ingredients on the label, especially in the case of detergents. I try to buy some detergents that cause less pollution. I try to not get influenced by the price, and I care a lot about the quality of the product. When there are promotions, I buy products on promotions, but the most important thing for me is quality.

Beatrice:

Do you often buy new products?

Simonetta:

Sometimes I buy new products because I like to try something new, I am curious and in the case of detergents I want to understand if they work better, so once in a while I buy a new one. When it comes to food, I usually buy the same product, but sometimes I try something new, although it is hard for me to change the brand. Sometimes I am just very curious.

Beatrice:

Do you usually gather information before buying a product?

Simonetta:

I never look for information before buying a product. I usually do this at the moment. I see the package and I decide if I want to buy it or not. I never pay attention to ads or look for information before.

Beatrice:

What are your hobbies and interests?

Simonetta:

Unfortunately, working all day, I do not have that much time for my hobbies. I like reading and when I can I like going to the cinema.

Beatrice:
How do you stay fit and healthy?

Simonetta:
I try to stay fit eating healthy. I always eat too much bread and too many sweets. I cannot resist them!

Beatrice:
Do you do any volunteering activity?

Simonetta:
At the moment, I am not involved in any volunteering activity, but in the past, I used to be.

Beatrice:
Is there any personal relationship that influence your food shopping?

Simonetta:
My family members sometimes asked me for something in particular, but most of the time I decide what to buy.

Beatrice:
Do you recycle at home?

Simonetta:
Yes, I recycle, absolutely. It is something I consider in my daily routine.

Beatrice:
Do you usually pay attention to the origin of the product and the reputation of the company which produces the product?

Simonetta:
I try to buy every time fresh product because I love cooking and I prefer to do it with fresh products. I buy cookies, some frozen products, but few of them. Yes, I am influenced by the country of origin, for example, water and for some time I did not buy it. I try to get myself informed about companies, but it is not so easy to get reliable information.

Beatrice:
How about the packaging? Have you ever felt influenced?

Simonetta:
I have already noticed I am often influenced by the packaging of the product. The appearance gets often my attention, the colors especially.

Beatrice:
Do you sometimes buy organic products or fair trade? What is your opinion about them?

Simonetta:

Sometimes I buy organic products. I don't care that much about the price but I hope the quality of the products is better, at least I hope so. Although I believe there are too many organic products in the supermarket. It seems everything is biological. Regarding fair trade products, I usually do not buy them.

Beatrice:

Do you feel influenced by the current green trends?

Simonetta:

Not really, but regarding the materials of the packaging, I try to avoid plastic packaging. Every time I go to the supermarket I see a tremendous waste. Everything is wrapped in so many layers of packaging. In the small town on the mountains, where I come from, they do they do sell detergents in small bottles, or they offer you the possibility to take your own bottle and to fill it with the detergent. I think they should introduce this practice in every supermarket also in Milan.

Beatrice:

How would you describe the supermarket of your dreams?

Simonetta:

To be honest, I think supermarkets are quite good. I just would like them to focus on reducing the wastes.

Participant 10, Matilde

Beatrice:

Could you please describe how do you feel when you go to the supermarket?

Matilde:

It depends, if I am not in a rush I enjoy going to the supermarket usually and I see this as an activity to do in the free time.

Beatrice:

What do you think are the main drivers that make you buy a specific product?

Matilde:

For me it is very important the ingredients are used for a certain product, the origin of the product, it must be Italian.

Beatrice:

Do you often buy new products, that you have never tried before?

Matilde:

I don't buy very often new products, I do only if someone suggested this to me. Maybe a friend, who tries a product and suggests it to me. Sometimes, I am also influenced by advertisement.

Every time I am at the supermarket I pay attention to the ingredients.

Beatrice:
What are your hobbies and interests?

Matilde:
I like going to the theater, to the cinema, I like to travel, reading and I like a lot listening to the music.

Beatrice:
How do you stay healthy and fit?

Matilde:
I don't do that much for staying fit. I would like to do a lot of stuff, but at the end I never do it.

Beatrice:
Do you do any volunteering?

Matilde:
No, I don't do any volunteering, but my mom is very old and I have to take care of her, but unfortunately, I do not have time.

Beatrice:
Is there any relationship that influences your food shopping?

Matilde:
I am influenced by ads sometimes but I am always the one who decided what to buy.

Beatrice:
Do you usually recycle at home?

Matilde:
Yes, I recycle. I am very used to it.

Beatrice:
When at the supermarket, do you usually pay attention to the origin of the product and to the company's reputation?

Matilde:
Yes, it happened to me that I did not buy a specific product because of the company reputation. I take into consideration the reputation of the company, but I think I should pay more attention and try to get myself informed better.

Beatrice:
How about the packaging? Does it influence you?

Matilde:
Packaging is very important for me, I pay attention to the materials and to the colors. Regarding the materials, I do not care too much. If I am attracted by the product, I buy it anyway.

Beatrice:

What is your opinion about organic products? Do you buy them?

Matilde:

I am very skeptical when talking about bio products. I am not very convinced that they are organic for real, probably I would need to inform myself better. Sometimes I buy those products, but only if they are really convenient or on promotion.

Beatrice:

How would you describe the supermarket of your dreams?

Matilde:

I do not really know what to answer, the supermarket of my dreams is the one where I go every time. I am very happy with my choice, because I know exactly where to find the products.

Participant 11, Sonia

Beatrice:

Could you please describe how do you feel when you go to the supermarket?

Sonia:

I don't like to go to the supermarket. I go because I have to, otherwise, I would invest my time in a different way.

Beatrice:

What are the main features that you look into products before buying them?

Sonia:

I often buy the same products, but if there are some special promotions, in that case, I pay attention to the offers but the first thing I check is the quality of the product.

Beatrice:

Do you often buy new products that you have never tried before?

Sonia:

I do not try so often new products, I tend to buy always the same things, but as I said, if something is on promotion, I buy it.

Beatrice:

Do you usually gather information regarding the products you buy?

Sonia:

I usually try to gather the information when I am the supermarket, at the moment I purchase the product.

Beatrice:

What are your hobbies and interests?

Sonia:

I do not have that much time but I go biking and I like going for walks. I do not pay that much attention at what I eat unfortunately.

Beatrice:
Do you do any volunteering?

Sonia:
I am not involved in any volunteering activity.

Beatrice:
Is there any personal relationships that influences your food shopping?

Sonia:
My sons sometimes asked me to buy a specific product, usually I go to the supermarket with my husband and we choose what we like.

Beatrice:
Do you recycle at home?

Sonia:
Yes, I recycle and I like to do it.

Beatrice:
Do you often pay attention to the origin of the product and to the company's reputation?

Sonia:
I never pay attention to the company who produces the product. Also, the packaging does not influence me. I do not care at all. Same when it comes to the company's reputation.

Beatrice:
What is your opinion regarding organic products? Do you buy them?

Sonia:
I almost never buy organic products, they are too expensive and I do not think they do have better quality.

Beatrice:
How would you describe the supermarket of your dreams?

Sonia:
I believe nowadays supermarkets already offer what I can desire. They can even take the grocery to your home.

Participant 12: Paoletta

Beatrice:
Could you please describe how do you feel when you go to the supermarket?

Paoletta:

I really don't like to go to the supermarket, every time I enter I cannot wait to be out, but when I have more time and I am more relaxed, I enjoy my time there.

Beatrice:

What are the main characteristics that you look into products?

Paoletta:

I am very loyal, I always buy the same product but if there is something new that has an attractive packaging I also buy it. I buy new products because I am very curious.

Beatrice:

Do you look for information before buying a specific product? And if yes, where do you get this information?

Paoletta:

Sometimes I get some advice from some friends, or I gather the information at the supermarket or through some ads.

Beatrice:

What are your hobbies and interests?

Paoletta:

I don't have that many hobbies because I work full time, but I like fashion, music, TV series...I love TV series.

Beatrice:

How to stay fit and healthy?

Paoletta:

I walk to go to work and do not eat too much.

Beatrice:

Do you do any volunteering?

Paoletta:

I would love to do some volunteering but I do not have enough time

Beatrice:

Do you recycle at home?

Paoletta:

I recycle, I pay a lot of attention, and I do not like to see things in the wrong basket.

Beatrice:

Do you usually pay attention to the origin of the product and to the company's reputation?

Paoletta:

It depends on the product, usually yes if it is a cleaning product. I do pay attention to the brand, but in the case of food, I always buy things from unknown brands.

Beatrice:

How about the packaging? Do you pay attention to it?

Paoletta:

About the packaging, yes, I have a marketing degree and I think packaging is very important. Sometimes I noticed some packaging could have been done better but I like all the ones that are colorful. I don't pay attention to the materials.

Beatrice:

Which is your opinion regarding bio products? Do you buy them? I don't buy bio products.

Paoletta:

I already tried to buy some of them, but to I was very disappointed, I was very unsatisfied and they do have a too high price.

Beatrice:

How would you describe the supermarket of your dreams?

Paoletta:

I am very satisfied with the choice we have in the area. I think I do not have any particular desire.

Participant 13, Patrizia T.

Beatrice:

Could you please describe be how do you feel when you go to the supermarket?

Patrizia T.: I love going to the supermarket, I am kind of shopping addicted and I like to buy everything.

Beatrice:

What are the main drivers that make you buy a product?

Patrizia T.:

For me brands are very important but most of all the quality is important, for me it is extremely important that the products are Italians, especially when I want to buy fish and fruits.

Beatrice:

Do you often try products that you have never tried before?

Patrizia T.:

I buy very often new products, if there is something new in attractive packaging, I usually buy it.

Beatrice.

Do you sometimes gather information about the products you purchase? And if yes, where do you take them?

Patrizia T.:

Not really, it happened to me that I have asked someone of the supermarket staff.

Beatrice:

What are your hobbies and interests?

Patrizia T.:

I love shopping, sometimes I go for a run, I like going for walks and I love decorating my house. I like reading magazines.

Beatrice:

Do you do any volunteering?

Patrizia T.:

No, I don't have time but I look after my parents, who are old.

Beatrice:

Is there any personal relationship that influences your food shopping?

Patrizia T.:

I have worked at the supermarket for years, and I have a good knowledge of the products, so I never asked for any advice.

Beatrice:

Do you recycle at home?

Patrizia T.:

Yes, but I am not so happy to do it. I have to pay too much attention to it and I think it is just too much for me.

Beatrice:

Do you usually pay attention to the origin of the product and to the reputation of the company which produces the product?

Patrizia T.:

Yes, for me it is very important. I have heard that some Italian companies are in a struggle. So, if I can, I buy their products so that maybe they do not need to close.

Beatrice:

How about the packaging? Do you pay attention to it?

Patrizia T.:

Color and shape of the packaging are very important for me. I am very influenced when I buy products. Packaging needs to be beautiful.

Beatrice:

What is your opinion regarding bio products? Do you buy them?

Patrizia T.:

I have started recently to buy bio products. I am getting to know them right now. I think they are light and although the price is too high, but well if they are good for my health I buy them.

Beatrice:

How would you describe the supermarket of your dreams?

Patrizia T.:

Bright and very clean with a very kind staff and very patient.

Participant 14: Loredana

Beatrice:

Could you please describe how do you feel when you go to the supermarket?

Loredana:

I am neither happy or sad. Most of the time I am just annoyed because supermarkets are very busy and I do not like to waste my time there.

Beatrice:

What do you think are the main drivers that make you buy a specific product?

Loredana:

I always buy the same products, for me, quality is very important. I look at promotions, but the quality is the most important thing that products need to have. I don't like too much going to the supermarket, I prefer to go to small shops where they have fresh products.

Beatrice:

Does it happen to you to buy products that you have never tried before?

Loredana:

Recently I am trying new products very often, that I have never bought before. I don't know why I did not do it before, but probably because I see now that they are a lot of new products.

Beatrice:

Do you usually look for information before buying a product?

Loredana:

Yes, I actually pay a lot of attention to labels, especially when I buy new products, I spend a lot of time reading the list of ingredients.

Beatrice:

How do you stay healthy and fit?

Loredana:

I go to the gym, I do not pay that much attention to what I eat. I love cooking and eating, I eat very often a lot of carbs and sweets.

Beatrice:
Do you do any volunteering?

Loredana:
I don't have time for volunteering. I work full time and when I have some free time, I prefer to dedicate to myself.

Beatrice:
Do you recycle at home?

Loredana:
Well...I recycle what is possible to recycle.

Beatrice:
When you buy a product, do you take into consideration the origin of the product?

Loredana:
The product origin is very important for me, I tend not to buy products that are not produced in Italy, I believe they do have better quality.

Beatrice:
How about the company's reputation? Did it happen to you to not buy a product because of the bad company reputation?

Loredana:
No, at the end I bought the product anyway, although I knew the company had a bad reputation. I believed that the quality was better than the ones of other brands.

Beatrice:
How about the packaging? Do you pay attention to the materials with which the packaging is made?

Loredana:
Yes definitely, for me it is very important that the packaging preserves well the products, for example if I can choose between plastic and glass, I tend to buy glass, because obviously can preserve the product's ingredients better.

Beatrice:
How about organic products? What is your opinion about them?

Loredana:
I have to say that few times I bought them but it is not something that I do very often.

Beatrice:
What do you think about organic products?

Loredana:
I think they are okay. Quality is good but price is very often too high. In the case of fruits and vegetables, I prefer to go to local markets where I can find local producers, that sell their

products at a cheapest price. Also, now when you go to the supermarket, it seems that everything is bio. Some years ago, it was difficult to find them.

Beatrice:

How would you describe the supermarket of your dreams?

Loredana:

I think the one where I go is perfect, but for me it is very important to consider the courtesy of the staff. It is nice to go to the supermarket and have the chance to have very nice talks with the people.

Participant 15: Santa

Beatrice:

Could you please describe to me how do you feel when you go to the supermarket?

Santa:

For me it is usually nice to go to the supermarket, I am not one of the people that hate doing the grocery. I like it and I am usually happy when I go to the supermarket.

Beatrice:

What do you think are the main drivers that make you buy a specific product?

Santa:

I do not care too much about the quality, of course products have to have good quality, but I cannot say I am very concerned about the quality of the products. I pay attention also to promotions and I am very methodical. Most of the time I buy the same products.

Beatrice:

Do you often try products that you have never tried before?

Santa:

Yes, I am a very curious person and sometimes I like to try something new.

Beatrice:

Do you usually look for some information before buying a product? And if yes, where to you take them?

Santa:

To be honest I cannot say I do a proper information research before buying a product, but I am very influenced by the opinion of my friends, that are better housewives than me and can give me some suggestions. I am not very influenced by ads.

Beatrice:

Does it happen to you to check labels at the supermarket?

Santa:

Not really, I have a look at them but I do not waste so much time as some other people do, also because I do not have so much free time.

Beatrice:

What are your hobbies and interests?

Santa:

I love reading and I am very keen to learn something new. On Tuesdays I attend English classes, I want to learn English so that I can use it when I travel. I love cycling, when the weather it is nice, obviously not in winter, and I also like to listen to classical music.

Beatrice:

How do you stay healthy? Do you also pay attention to what you eat?

Santa:

I am not very careful to what I eat, but my philosophy is to eat a tiny bit of everything. I do not practice any specific sport, but I am a pharmacist and at work I have to stand and move the whole day.

Beatrice:

Do you do any volunteering?

Santa:

My husband is the president of an association that deals with long distance adoption and I am in charge of the pharmaceutical shipping.

Beatrice:

Is there any personal relationship that influences your food shopping?

Santa:

Definitely my girlfriends, I always look for suggestions from them. They are better than me taking care of their household.

Beatrice:

Do you recycle at home?

Santa:

Yes, also if I am not crazy for it. I do it because I think it is good but I do not waste so much time on this.

Beatrice:

When you buy a product do you pay attention to the origin of the product and to the company's reputation?

Santa:

I pay attention to the origin and also to the reputation of the company when I am informed, I am not obsessed but I pay attention.

Beatrice:

How about the packaging? Do you pay attention to the materials and to the colors?

Santa:

I pay a lot of attention to the materials, I am very annoyed when I see all the plastic waste of packaging.

Beatrice:

What is your opinion regarding organic products? Do you often buy them?

Santa:

I am not obsessed with bio, but I used to buy a lot of organic products. I recognize that bio products have a better quality and differ a lot from other products. My husband has some friends in the countryside that are local producers and sometimes he buys for me bio products and they are amazing.

Beatrice:

Do you feel influenced by the current green trends?

Santa:

Not in particular, but I believe they are good for the world in which we live. But I do not understand these vegan trends for example.

Beatrice:

How would you describe the supermarket of your dreams?

Santa:

I do not like huge supermarkets, because there I buy things that I do not need for real. Probably I would love to have a small supermarket in my dreams, but I have to say I am quite satisfy with the one I have.

Participant 16: Anna

Beatrice:

Could you please describe to me how do you feel when you go to the supermarket?

Anna:

I usually go in the evening and I force myself to stay only one hour, because I do not want to waste so much time. I do not enjoy too much food shopping, and sometimes I cannot wait to be out of it.

Beatrice:

What are the main drivers that make you buy a product?

Anna:

I almost buy every time the same products, paying attention to the quality, but very rarely I spend time reading the labels. If there is any special offer, I pay attention to it.

Beatrice:

Do you often buy products that you have never tried before?

Anna:

I wouldn't say often but sometimes I buy new products.

Beatrice: Do you often look for information before buying a product? And if yes, where do you gather this information?

Anna:

Sometimes I read the labels and I focus on the list of the ingredients when I am at the supermarket, but obviously if I buy the product for the very first time, I go beyond the label.

Beatrice:
What are your hobbies and interests?

Anna: I love reading, going to the cinema and I attend some English and Latin Classes. I am enrolled at the University of the Third Age.

Beatrice:
How do you stay healthy and fit?

Anna:

I go for walks with my friend and I go to the gym once a week.

Beatrice:
Do you do any volunteering?

Anna:

Yes, I support homeless people, cooking for them.

Beatrice:
Is there any personal relationship that influence your food shopping?

Anna:

Usually not, I am the one who decides what to buy, but I want to make happy everyone in my family.

Beatrice:
Do you recycle at home?

Anna:

Yes, absolutely! For me it is very important.

Beatrice:
When you buy a product, do you pay attention to the origin of the product and to the reputation of the company that produces it?

Anna:

The origin not really, I am not very interested, I try to buy Italian products but it is not always possible, and it happens very often that I buy foreign products. About the company reputation, I do not think I have ever paid attention to it.

Beatrice:
How about the packaging? Do you care about it?

Anna:
Not really, I am not very interested.

Beatrice:
What is your opinion regarding organic products?

Anna:
I have tried them but now I don't buy them anymore, I am not a big fan, they are more expensive and I believe that all that glitters are not gold.

Beatrice:
Do you feel influenced by the current green trends?

Anna:
Oh no...Absolutely not!

Beatrice:
How would you describe the supermarket of your dreams?

Anna:
A supermarket with very high-quality products, promotions once in a while, and very nice staff.

Participant 17: Giovanna

Beatrice:
Could you please describe to me how do you feel when you go to the supermarket?

Giovanna:
It depends, sometimes I enjoy doing the grocery, I would say when I have enough time. I do not like to go there and do everything in a rush. In this case, I feel very stressed and I do not like it at all.

Beatrice:
Which do you think are the main features you are looking for in products?

Giovanna:
Probably the most important thing for me it is the quality of the products, especially in the case of fruits and vegetables, I have to perceive them as fresh. Obviously when there are promotions I care about it.

Beatrice:
Do you buy often new products, that you have never tried before?

Giovanna:
Yes, very often. I am curious and I like cooking a lot, so when I see something new I am very attracted, also because I like to experiment new recipes.

Beatrice:

Do you often gather information before buying a product? And if yes, where do you take this information.

Giovanna:

In the case of new products, I spend a lot of time checking the labels and the list of ingredients. I try to buy healthy products; therefore, ingredients are very important for me. Obviously, I do not do this with the products that I buy every week, but sometimes I wonder if I am enough well-informed on the products that I use in my daily life.

Beatrice:

What are your hobbies and interests?

Giovanna:

I love going on daily trips, my husband has a small boat and when the weather is nice do some daily escape to also have some private time. I also like going out for dinner, but with my job, because I am working at night, I do not have many possibilities.

Beatrice:

How do you stay fit and healthy?

Giovanna:

I do not do any sport, but I pay attention to what I eat. I am quite obsessed with this. I follow a rigorous diet in order to stay healthy.

Beatrice:

Do you do any volunteering?

Giovanna:

I wish I had the time to do some volunteering, but with my job I need to rest during the day and I also need to take care of my old mother.

Beatrice:

What relationships have an influence on your food shopping?

Giovanna:

Definitely my husband, he is very picky with food and I have to buy what he likes, otherwise he will get very pissed and I have to deal with this.

Beatrice:

Do you recycle at home?

Giovanna:

Yes, of course. Now I got very used to it, that it does not bother me anymore.

Beatrice:

When you buy a product, do you take into consideration the origin of the product and the company reputation?

Giovanna:

The origin of the product is not very important for me, with an exception of fruits and vegetables, but I pay attention to the company reputation. If I know that the company has a bad reputation, for example Nestle, and I can choose another product of a different brand, I do it, but sometimes it is not possible, and in this case, I buy it anyway.

Beatrice:

How about the packaging? Do you pay attention to the materials and color is made?

Giovanna:

I am very attracted by the packaging, by the colors and the shape. Regarding the materials, I do not like when they use too many different materials, because then I have to spend so much to separate the wastes in their proper bins.

Beatrice:

What is your opinion in regards bio products?

Giovanna:

As I said, for me it is really important to eat healthy, and I believe bio products are healthier than non-bio products. Not only fresh products, but also packed products such as flour and cereals are way better.

Beatrice:

Have you ever felt influenced by the current green trends?

Giovanna:

Well.. I do not feel very influenced by these trends. But I have to admit that thanks to these trends, quality of the products has improved a lot in the last ten years, so I probably need to thank also these current green trends.

Beatrice:

How do you image the supermarket of your dreams?

Giovanna:

Not too big, very tidy and with a lot of product choice and more bio products probably.

Participant 18: Lucia

Beatrice:

Could you please describe to me how do you feel every time you do the grocery?

Lucia: I usually enjoy doing the grocery if there are not so many people in the supermarket, when it is very crowded I do not enjoy it and I want to go out as soon as possible.

Beatrice:

Which do you think are the main features you look in a product at the supermarket?

Lucia:

Promotions are very important for me, I am very attracted by promotions, and if I need something that I need on promotion I buy several pieces of the same item. Then, I would say quality. If a product is on promotion, but the quality is not good, I do not buy it.

Beatrice:

Does it happen often that you buy products you have never purchased before?

Lucia:

Yes, quite often. I am very attracted by new products, and if I see something that I think it is interesting, I buy it.

Beatrice:

Do you often look for information before purchasing a product?

Lucia:

Almost never, I do not waste time reading labels. I prefer to try it first and then have an opinion. If I try it and it is not good, I do not buy it anymore.

Beatrice:

What are your hobbies and interests?

Lucia:

I go to the gym...Wish I had more constancy, but I manage to go twice a week. I like reading fashion magazines and to go out for dinner, both my husband and with my friends.

Beatrice:

Do you do some volunteering?

Lucia:

On Saturdays, I work as a paramedic. It is not always nice, sometimes it is very hard because sometimes it happens to see a lot of car accidents and I am dealing often with young people. I

Beatrice:

Are there some relationships that influence your food and grocery shopping?

Lucia:

I live with my old mother, we are just us two. I have to buy all the products that she likes, she is 85 and very conservative. She always criticizes if I buy something new to try. Then she likes it and she asks me to buy the product again.

Beatrice:

Do you recycle at home?

Lucia:

Yes, I do it always, but my mother does not, so we are not the best example of how to recycle in the household.

Beatrice:

When you buy a product, do you take into consideration the origin of the product and the company's reputation.

Lucia:

I care a lot about the origin of the products, I try to buy seasonal products and Italian products, especially in the case of fruits and vegetables. But I do not care too much about the reputation of the company, most of the time I do not even know the name of the company which produces the products I buy.

Beatrice:

About the packaging, do you pay attention to that? I mean, to the materials and colors?

Lucia:

Yes, I pay a lot of attention to the materials, I hate when they are too packed and I need a lot of time to open them. I also pay attention to the colors, I must say sometimes I buy stuff only because of the packaging.

Beatrice:

What is your opinion regarding bio products?

Lucia:

Actually, I am very skeptical. Price is too high for the quality they have. In most of the cases, I do not think they differ a lot from the non-bio products. Maybe I will buy more bio products if the price would be slightly cheaper...but I am not sure.

Beatrice:

Do you feel you are influenced by the current green trends?

Lucia:

I don't think I am influenced by any of this bio and green trends. But at the supermarket, now everything seems to be organic nowadays and I seriously doubt this is the case.

Beatrice:

How would you describe the supermarket of your dreams?

Lucia:

For me the most important thing is that there are not too many people at the supermarket. I want to relax and not getting stressed when I am there. Except for this, I am pretty satisfied with my supermarket choice.

Participant 19: Giulia

Beatrice:

Could you please describe to me how do you feel every time you do the grocery?

Giulia:

I like going to the supermarket, obviously not always, but I usually go with my daughter when she is done with the school in the afternoon, because I look after her when I am off of work.

Beatrice:

Which do you think are the main features you look in a product at the supermarket?

Giulia:

For me the most important thing is quality, I am trying to eat healthy and therefore I do buy good products. Also, my husband is very demanding and I have to do this also for him.

Beatrice:

Does it happen often that you buy products you have never purchased before?

Giulia:

Yes, sometimes, but it does not happen very often. I am satisfied with the products I buy every week, and usually I do not buy different products. However, sometimes it happens...if I am with my granddaughter for example, I always buy something new but only because of her. When I buy a new product for myself and my husband, is usually something sweet; I always want to try what I had never tried before.

Beatrice:

Do you often look for information before purchasing a product?

Giulia:

If I have time when I am at the supermarket, I often read the labels, but only if I buy new products, otherwise I do not waste time doing so.

Beatrice:

What are your hobbies and interests?

Giulia:

I love reading thrillers and to go swimming. Since I was kid I have been practicing swimming. Now that I am old, I don't do it very often, but I try at least to go once a week.

Beatrice:

Do you do some volunteering?

Giulia:

Unfortunately not, I do not have time for volunteering, but in few years I will retire and I am looking forward to it! I would love to have more time to spend with my granddaughter and to have more time for myself. One of my friend works twice a week for an organization that supports homeless people here in Turin. I might join it! But let's see...

Beatrice:

Are there some relationships that influence your food and grocery shopping?

Giulia:

My husband! As I said he is very demanding, he complains a lot if I do not buy what he wants, and if I ask him he never wants to go to the supermarket.

Beatrice:

Do you recycle at home?

Giulia:

Yes, always. I do it with pleasure now. At the beginning, I thought it was annoying but now I am very used to it.

Beatrice:

When you buy a product, do you take into consideration the origin of the product and the company's reputation.

Giulia:

As long as products are good quality, I do not care too much about the origin. Same with the reputation of the company. I am not obsessed with this.

Beatrice:

About the packaging, do you pay attention to that? To the materials?

Giulia:

Packaging for me it is very important. I tend to avoid plastic, mainly because I think it is not the best material to preserve the ingredients. I don't like to buy fruits and vegetables when they are wrapped in plastic; I like to choose the products, to see them and touch them.

Beatrice:

What is your opinion regarding organic products and fair trade?

Giulia:

I have started buying organic products in the last two years. I don't buy many of them, but I usually buy cereals because I like them. However, I have to say that are too expensive for the quality they have. They are good but not very different from non-organic products.

Beatrice: Do you feel you are influenced by the current green trends?

Giulia:

Not really, I am not against these trends, but I don't think they have ever influenced me.

Beatrice:

How would you describe the supermarket of your dreams?

Giulia:

I am very satisfied with the supermarkets in the area, and I do not have any particular desire.